

A Study at How People Use Social Media and How Businesses Use It for Marketing

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Abstract - Social media has gained significant prominence in the current era. Organizations are consistently seeking methods to incorporate this emerging platform into their marketing strategies in order to stimulate expansion. The findings of a study regarding the social media experiences of marketers and consumers in the state of Delhi are presented in the article. A survey of consumers and marketers was conducted as part of the quantitative research methodology for this study. Information regarding the beliefs, policies, goals, and experiences of marketers regarding social media marketing, as well as the causes, experiences, and beliefs of consumers regarding their social media presence, was gathered via a self-designed questionnaire. According to the findings, consumers exhibited a distinct inclination towards the influence of social media on their purchasing decisions and varied patterns of engagement, whereas marketers predominantly employed social platforms as a means to disseminate information and gain customer insights. There is considerable consensus about the efficacy and cost-efficiency of social media marketing, despite challenges in handling negative feedback and calculating returns. This research highlights the significance of utilizing these observations to develop sophisticated tactics for marketers, thereby improving their efficiency in navigating the ever-changing field of social media marketing

Keywords - Social Media, Marketers, Marketing, Beliefs, Consumers.

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INTRODUCTION

Social media and technological devices such as cell phones, computers, and tablets are interconnected to provide an immense amount of information to various types of consumers (Verhoef et al., 2017). Online shoppers have the ability to access shops, items, and photos virtually via various electronic devices (Burke, 1997). Indian and global marketers must recognize that the success of their business and sales volume relies solely on the strong connections between products, customers, and their electronic devices (Kotler & Armstrong, 2010). The exchange of social media data facilitates the connection between these three things (Abeza et al., 2020). Customers of various items can access visually captivating and highly tempting product qualities shared on social media, which might influence their desire to make a buy (Rambe & Jafeta, 2017). The power of social media has a significant impact on the markers and their techniques (Ramsunder, 2011; Putter, 2017; Beig & Khan, 2018). The increasing popularity of social media and technologically advanced gadgets has led to a rise in customer pressure to make purchases, especially when it comes to online shopping. Online consumers meticulously scrutinize the photographs of things they wish to purchase, which are shared on social media (Ellison et al., 2006). Customers have a tendency to

evaluate and examine images prior to utilizing a service or purchasing a product (Nelson, 1970; Coary & Poor, 2016). The utilization of social media by service providers or dealers to disseminate information has a beneficial effect on their company values (Kim et al., 2015).

Because of the popularity and widespread use of social media by online marketers, there is a throng on the online buying platform, creating a competitive atmosphere for business owners (Powell, 2009; Scott, 2015). According to statistics, internet shoppers and social media users spend more than 150 minutes every day on social media (Statista, 2023). As a result of the popularity of social media, marketers must devise appealing marketing techniques to attract a crowd of social media users and urge them to participate in social media engagement activities. They create methods that are more appropriate for social media users to have a smooth and enjoyable experience focusing on their product or service. As a result, the current study focuses on how customers utilize social media and how marketers use it for marketing.

OBJECTIVES OF THE STUDY

- 1) To analyse the online conduct of customers on social media platforms.
- 2) To examine the motives, beliefs and policies employed by marketers in the field of social media marketing.

LITERATURE REVIEW

Bakhshi et al. (2014) posited that compelling advertisements, unique narratives, and captivating videos play a significant role in inspiring consumers to participate in social media endeavours. These attractions compel individuals to view the advertisements of the marketers and motivate them to utilize or buy the products or services.

Cao et al. (2020)' study states that it is contended that online consumers' social media interactions provide them with a greater amount of information regarding the marketers. The research findings unveiled the impact of age on social media engagement. Age-related active engagement and participation of users is annihilated by the passage of time.

De Luca et al. (2021) conducted an assessment of how experience-seeking consumers perceive the information shared on social media platforms. Social media platforms such as Facebook, Instagram, and WhatsApp disseminate an abundance of information about marketers and their products, which encourages customers to engage in experiential learning through purchases and interactions with the marketers.

Eigenraam et al. (2018) research reveals that the frequent engagements of social media users with advanced technological devices compelled marketers to adapt their strategies, placing consumer feedback at the forefront. They even disseminate information through bloggers regarding significant transformations that are easily comprehensible to users of social media.

Fantozzi (2017) research recognized that social media users acquire the majority of their knowledge from the technologically sophisticated devices they employ, the marketing interaction between customers and marketers via social media generates an atypical and distinctive dynamic between the two parties. These relationships serve as the fundamental catalysts for the increased user engagement on social media platforms.

Berger and Iyengar (2013) did a study in which the marketers determine the significance of social media activities and encourage users to develop sharing behaviours concerning their products or services, according to one study. The possession of advanced and potent devices in fact motivates individuals to engage in social media activities for longer periods of time, which is advantageous for marketers.

Janiszewski and van Osselaer (2021) conducted a study to demonstrate the impact of visual stimuli on

social media users and their propensity to spend more time on these platforms. Users anticipate more basic, usual, attractive, and recognizable graphics, and those visuals can easily connect the target users.

Moore and Lafreniere (2020) discovered the relationship between the engagement behaviour of social media users and the impact of devices used by these users on their ability to differentiate between different visual attributes of images. Additionally, they supported the content influences and user engagement, which resulted in the development of textual attributes of users when disseminating the messages.

Spiller (2011) investigated the function of social media in interactive and direct integrated marketing communication. The study provides a concise overview of the development of direct and interactive IMCs, as well as their more recent developments in digital and interactive channels. Social direct IMC, which consists of interactive and direct marketing communication applications enabled by social CRM, is the most recent innovation. The research investigates how marketers utilize social media as a tool for increasing brand awareness and recognition, as opposed to as a channel for direct response. Additionally, it identifies potential opportunities to utilize social media as a channel for building relationships and generating sales.

RESEARCH METHODOLOGY

This research centres on the level of social media involvement exhibited by marketers and consumers in the state of Delhi. In the present investigation, a quantitative methodology was employed. Both primary and secondary data were employed for this purpose. Analysis and key findings were derived exclusively from primary sources of data. Utilizing secondary sources of information facilitated the formulation of the questionnaire. Two distinct questionnaires were utilized to gather the primary data: one was distributed to marketers (N=175) and the other was distributed to consumers (N=215). The researchers employed a self-designed survey to collect data regarding the perspectives, beliefs, motivations, policies, and experiences of marketers in regards to social media marketing. The survey was disseminated through email to facilitate both offline and online participation. Consumers' motivations, attitudes, and experiences were gathered through the use of a self-designed questionnaire that was specifically tailored for this purpose. The participants were told to fill out a questionnaire. The data that was gathered was analysed utilizing the basic approach of percentages in Microsoft Excel.

RESULTS

➤ **Social Media Behaviour of Consumers**

The findings reveal that 41.2% of customers acknowledge that social media marketing have a significant impact on their purchasing choices, which is advantageous for marketers. Regarding usage patterns, the findings indicate that 75.5% of consumers utilize social media for interpersonal communication. However, approximately 56.4% of respondents acknowledge using social media to seek feedback and acquire opinions on different products and services in order to inform their purchasing decisions, as indicated in Table-1.

Table-1 Motives for Using Social Media

| Statements | Strongly Agree % | Agree % | Neutral % | Disagree % | Strongly Disagree % |
|---|------------------|---------|-----------|------------|---------------------|
| I utilize social media platforms to frequently read online blogs. | 4.2 | 8.5 | 19.3 | 41 | 27 |
| I utilize social media platforms to compose and publish blog posts. | 12 | 15 | 21.5 | 19.3 | 32.2 |
| I utilize social media platforms to access and observe online advertisements. | 13.6 | 27.6 | 19.6 | 20.5 | 18.7 |
| I utilize social media as a means of engaging in interpersonal communication. | 41.7 | 33.8 | 17.7 | 5 | 1.8 |
| I utilize social media platforms to solicit feedback and gather opinions regarding various products and services. | 31.4 | 25 | 22.4 | 16.7 | 4.5 |

Further findings (Table 2) provide insights into customer beliefs, reactions to marketing initiatives and degrees of comfort with social media. A significant proportion of individuals agree that advertisements on social media are more engaging (68%) and interactive (70%) in comparison to conventional methods. Nevertheless, there is a divergence of perspectives regarding the informational substance, with a substantial percentage expressing neutrality (27%) or disagreement (11%) but half of the sample showed agreement on this. Regarding dependability, majority of respondents disagree (51%) showed negative response, only small proportion (36%) concur that social media exceeds traditional media.

In terms of responses to marketer’s efforts, a majority of respondents (87%) are open to receiving notifications and updates, and they take into account their preferences (likes and dislikes) (76%) while evaluating products. Nevertheless, the extent of responsiveness to queries and offers exhibits significant variation, suggesting a broad range of levels of involvement.

Social media users exhibit a range of comfort levels, a notable proportion (44%) feel comfortable sharing personal information, while others (66%) express apprehension about being monitored and small percentage (28%) remain indifferent to corporations observing their activity. The results reveal a complex and detailed picture of consumer views, actions and

comfort levels, demonstrating the diverse dynamics involved in social media involvement.

Table - 2 Consumer findings on beliefs, response and comfort level on social media

| | SA % | A % | N % | D % | SD % |
|--|------|-----|-----|-----|------|
| Beliefs | | | | | |
| Advertisements disseminated via social media platforms are inherently more captivating than conventional forms of advertising. | 27 | 41 | 22 | 7 | 3 |
| Social media advertisements exhibit greater interactivity compared to traditional advertising. | 37 | 33 | 28 | 2 | 0 |
| Social media advertising is characterized by a higher degree of informational content compared to traditional advertising. | 21 | 29 | 27 | 11 | 12 |
| Social media is more dependable in comparison to traditional media such as newspapers, television, and radio. | 17 | 19 | 13 | 33 | 18 |

| Response to social media marketing | | | | | |
|--|----|----|----|----|----|
| I rely on the insights provided by professionals on social media platforms when evaluating any product or service. | 17 | 23 | 36 | 13 | 11 |
| I take into account the quantity of likes and dislikes, When evaluating any product or service. | 44 | 32 | 14 | 6 | 4 |
| I receive notifications and updates on a particular brand or product through social media networking platforms. | 55 | 32 | 10 | 2 | 1 |
| I respond to inquiries and promotional offers that are received via social networking platforms. | 14 | 22 | 26 | 22 | 16 |

| Comfort Level | | | | | |
|--|----|----|----|----|----|
| I am unconcerned about firms monitoring my activities on social media platforms. | 17 | 19 | 28 | 20 | 16 |
| I am at ease when it comes to divulging my personal information on social media platforms. | 12 | 33 | 7 | 27 | 21 |
| I am aware that companies are monitoring my activities on social media platforms. | 35 | 31 | 13 | 9 | 12 |

➤ **Analysis of Marketers' Social Media Marketing Conduct**

The following tables, 3 through 6, provide an overview of the marketers’ responses addressing their organization’s experience with social media marketing. The survey findings demonstrate a widespread utilization of social media by marketers for diverse objectives. Principal motivations for the social media presence of marketers include - ‘distribute information regarding present services’, ‘obtain new customers’, ‘providing information regarding company’, ‘to employ market strategies’ and to ‘to find behaviour pattern of customers’. A significant majority of individuals agree to utilize these platforms for various purposes, including disseminating information about current (79.1%) and recent (76.2%) products and services, acquiring new clients (86.1%), and comprehending client behavioural patterns (70.3%). Furthermore, a significant proportion of organizations (77.7%) actively employ social media marketing methods. The high agreement percentages highlight the crucial role that social media plays in distributing content, attracting potential customers, and obtaining vital insights into consumer behaviour for marketers

in Delhi.

Table - 3 Motives for Marketers to Use Social Media

| Questionnaire Item | SA % | A % | N % | D % | SD % |
|--|------|------|------|-----|------|
| I distribute information regarding our present services and products through social media platforms. | 32.6 | 46.5 | 9.9 | 7.9 | 3.1 |
| I employ social media platforms to obtain new customers. | 37.6 | 48.5 | 6.8 | 6.1 | 1 |
| I employ social media platforms to disseminate information about our company. | 31.4 | 51.5 | 10.7 | 3.4 | 3 |
| I distribute information regarding our latest services and goods through social media platforms. | 28.7 | 47.5 | 13.9 | 6.5 | 3.4 |
| Our business employs social media marketing strategies. | 39.1 | 38.6 | 13.8 | 4.8 | 3.7 |
| I utilize social media as a means to disseminate information about our products and services. | 35.6 | 28.7 | 28.7 | 3 | 4 |
| I utilize social media platforms to gain insights into the behavioral patterns of our clients. | 45.5 | 24.8 | 21.8 | 6.9 | 1 |

A significant percentage of marketers (57.2%) have an independent division dedicated to managing Social Media Marketing endeavours, have a distinct budget for SMM (58.7%), and are seeking advice from experts in the field of social media marketing (60.2%).

Table - 4 Marketing Strategies for Social Media

| Questionnaire item | Yes % | No % |
|---|-------|------|
| We own an independent division dedicated to managing Social Media Marketing endeavours. | 57.2 | 42.8 |
| We allocate a distinct budget specifically for our Social Media Marketing endeavours. | 58.7 | 41.3 |
| We are seeking advice from experts in the field of social media marketing. | 60.2 | 39.8 |

84.1% of marketers have the belief that social media and conventional media in marketing will collaborate. Approximately 78.2% of individuals concur that social media is a burgeoning phenomenon in the market, necessitating their adherence to it. Nevertheless, 17.8 % of marketers hold an opinion that social media marketing is merely a passing trend. It is not sustainable in the long term, while 64.5% disagreed to this statement.

Table – 5 Findings on Marketers Beliefs

| Questionnaire Item | SA % | A % | N % | D % | SD % |
|---|------|------|------|------|------|
| As social media has emerged as a recent phenomenon in the industry, it is imperative for us to stay abreast of its developments | 41.6 | 37.6 | 13.8 | 2 | 5 |
| Social media marketing is merely a passing trend. It is not sustainable in the long run. | 11.9 | 5.9 | 17.9 | 18.7 | 45.6 |
| The integration of social and conventional media in marketing is imminent. | 54.7 | 29.4 | 12.1 | 2.8 | 1 |

The table 6 illustrates marketer’s perspectives on social media as a marketing instrument. A considerable proportion recognizes the effectiveness of the system (79.4% agree and strongly agree) and

its ability to achieve desired results at a reasonable cost (68.1% agree or strongly agree). Nevertheless, there is a divergent viewpoint about the utilization of social networks to ascertain devoted customers, with 57.3% indicating concurrence. Dealing with the negative criticism poses a challenge, as it is perceived as difficult by 52.2% of individuals. Furthermore, a significant percentage (56.6%) hold the belief that measuring return on investment (ROI) in social media marketing is not achievable. The findings suggest a complex situation, although social media is seen as a successful and economical tool, marketers still have difficulties in managing customer’s feedback and measuring return on investment (ROI). These obstacles require careful attention in order to optimize marketing tactics.

Table – 6 Findings on Experience

| Questionnaire Item | SA % | A % | N % | D % | SD % |
|---|------|------|------|------|------|
| Social Media is a highly efficient marketing tool for our organization. | 33.6 | 45.8 | 13.2 | 4 | 3.4 |
| Social media marketing is highly cost-efficient. | 26.7 | 41.4 | 22.8 | 6.1 | 3 |
| Social networking facilitates the identification of our steadfast clientele. | 37.2 | 20.1 | 28.8 | 9.9 | 4 |
| Managing the adverse feedback from clients on social networking platforms can be exceedingly challenging. | 10.9 | 41.3 | 29.7 | 11.9 | 6.2 |
| Quantifying Return on Investment is unattainable when it comes to social media marketing. | 11.7 | 24.7 | 43.7 | 12.9 | 7 |

CONCLUSION

The study done in Delhi regarding the social media experiences of marketers and consumers emphasized significant patterns. The research investigated motives, opinions, and experience by utilizing self-developed questionnaires delivered online and offline to customers and marketers. Consumers showed a strong preference for the impact of social media on their purchasing choices and diverse patterns of involvement, while marketers mostly utilized social platforms to provide information and get insights into customers. Although there are difficulties in managing negative criticism and measuring returns, a general agreement has been reached regarding the effectiveness and cost-efficiency of social media marketing. The results of this study provide marketers with substantial insights, allowing them to adjust plans for more efficient social media marketing, based on the complex environment of consumer behaviour and marketer practices revealed by this thorough investigation.

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